1997 "Cost Share" Merchandising Policy

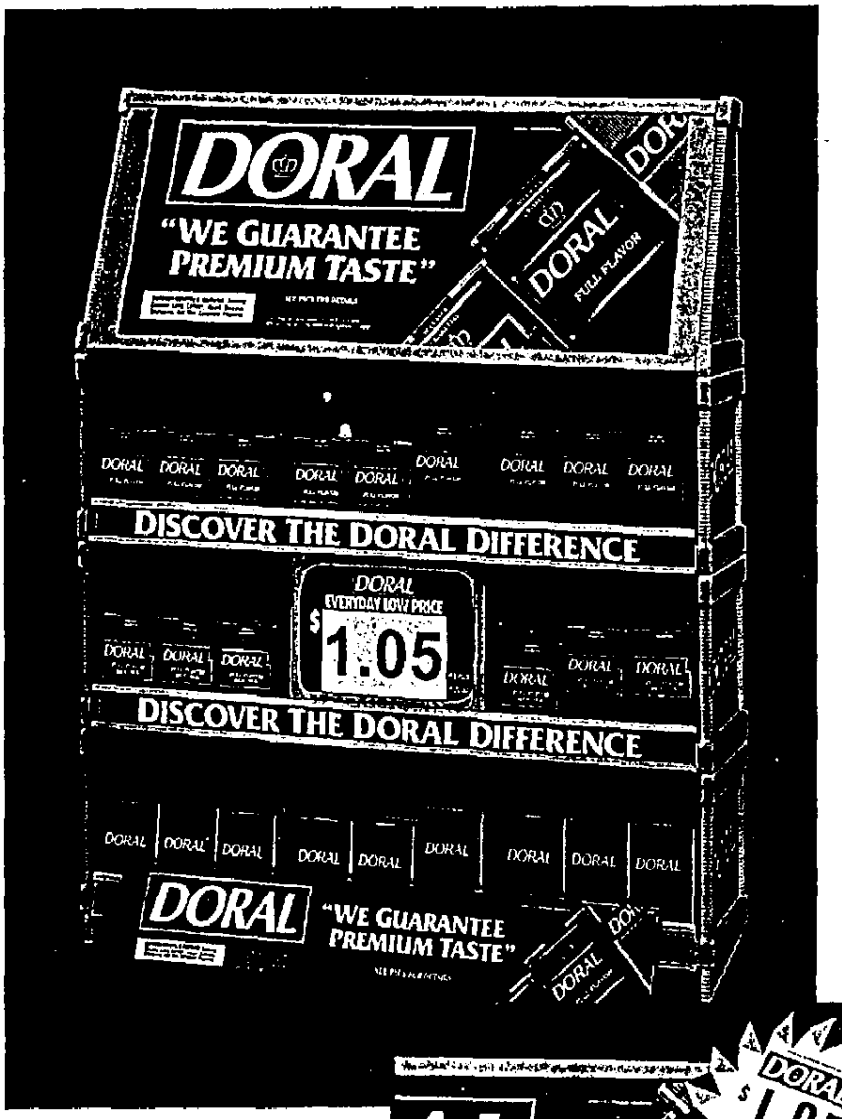
- Provides capability for displays to be used by RJR and its competitors
- Uniform display look
- RJR and Forsyth occupied displays provided at no charge
- Displays for competing companies provided at a nominal charge
  - Competing companies reimburse retailer for display cost
  - Retailer reimburses RJR

Source: https://www.industrydocuments.ucsf.edu/docs/tnky0000

DORAL 9-TRAY COUNTER DISPLAY

Item #484001

COST SHARE
$ 75.40



FEATURES & BENEFITS

- High impact brand identification
- Illuminated signage available
- Increases consumer awareness
- Adjustable roll-pricer effectively displays everyday low price or promoted price
- Shipped fully assembled with POS, pricer, and non-lighted 19" header

When Starburst is used, position as shown

DIMENSIONS:
H. 27 1/4 " x W. 22" x D. 7"
Capacity: 120 packs (with pricer)
Facings: 24 (with pricer)
SKU pack - 1
POS requirements (shipped with display): – 19" Canopy Card - 2 (front and back)
– Extended Channel Strip - 2
– 24" Package Merchandiser Card - 1

51846 5382

QUALITY IS THE KEY. ONE STORE AT A TIME.

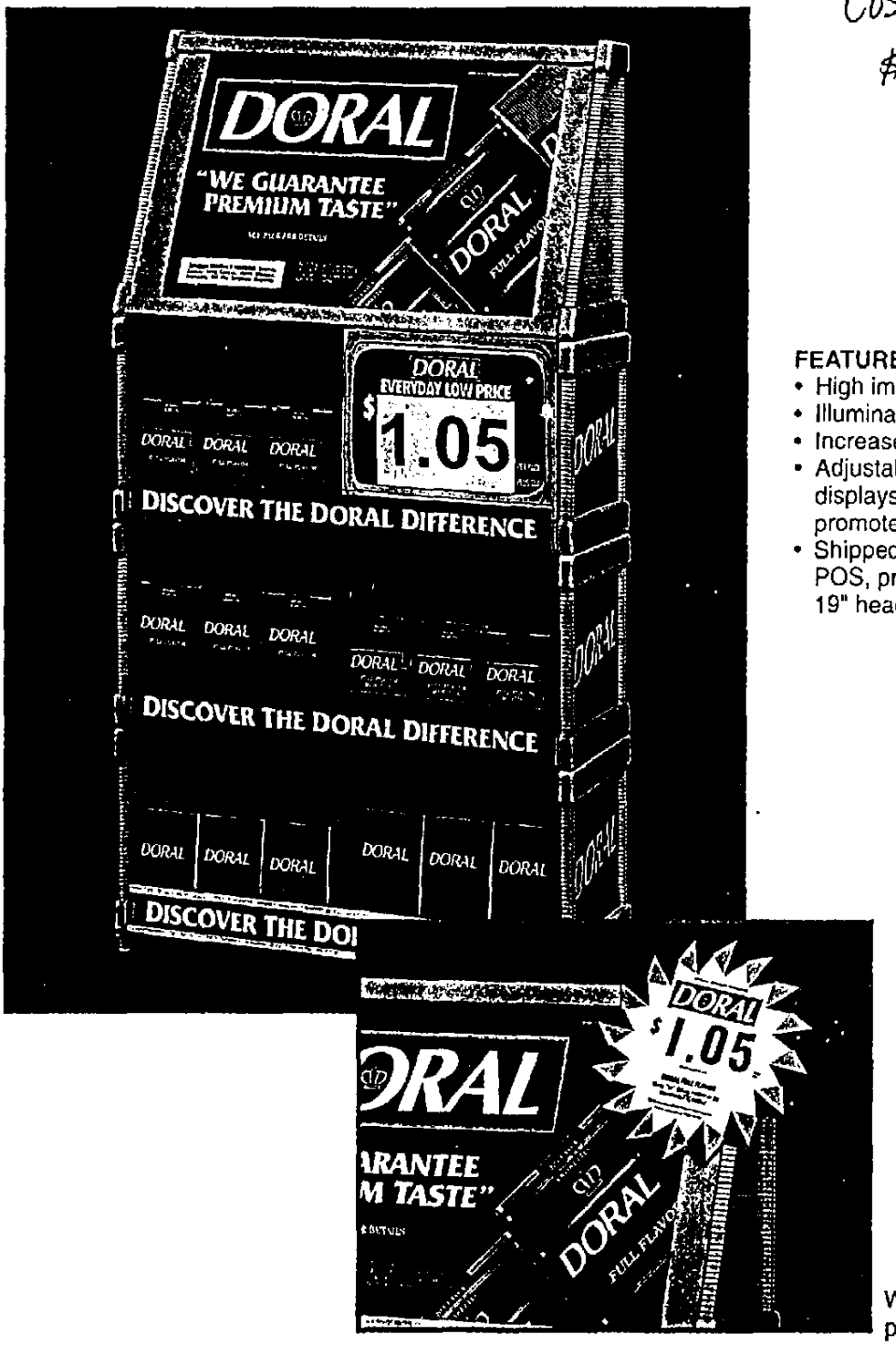
ITEM #486461

Source: https://www.industrydocuments.ucsf.edu/docs/tnky0000

DORAL 6-TRAY COUNTER DISPLAY

Item #484010

COST SHARE
57.20



FEATURES & BENEFITS

- High impact brand identification
- Illuminated signage available
- Increases consumer awareness
- Adjustable roll-pricer effectively displays everyday low price or promoted price
- Shipped fully assembled with POS, pricer, and non-lighted 19" header

When Starburst is used, position as shown

DIMENSIONS:
H. 27 1/4 " x W. 14 3/4" x D. 7"
Capacity: 75 packs (with pricer)
Facings: 15 (with pricer)
SKU pack - 1
POS requirements (shipped with display): – 12" Header Card - 2 (front and back)
– Channel Strips - 3

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QUALITY IS THE KEY, ONE STORE AT A TIME.

ITEM #486503

Source: https://www.industrydocuments.ucsf.edu/docs/tnky0000